

From Invisible to Irresistible:

How Anandaraj V Landed an Offer at HSBC Bengaluru with a 43% Salary Hike

8 years of investment banking experience. A resume that wasn't doing him justice. Here's how we changed everything.

43% Salary Hike Finalized at HSBC	2 Top Banks Offers HSBC & JP Morgan	 Offer Accepted HSBC Bengaluru
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01 · MEET THE CLIENT

Anandaraj V is a finance professional with over 8 years of hands-on experience across investment banking, private equity, and fund operations. He had worked with marquee organisations including BNY Mellon and Tech Mahindra, managing trade processing, cash and securities reconciliation, NAV calculations, and private investment accounting across global mandates.

At the time he reached out to LeadershipAura, he was working as a Senior Associate in Cash Operations at CSC Global, Bengaluru. His goal was clear — move into a senior role at a top-tier investment bank or asset manager. What wasn't clear was why, despite his strong track record, the right opportunities weren't coming his way.

He found us through LinkedIn, reached out with a challenge of not getting the Interviews, and within a few exchanges it was evident — the experience was there, but he was not discoverable to Recruiters and wasn't positioned correctly

02 · THE CHALLENGE

His job search was not converting into interviews despite strong relevance and consistent applications. The gaps were across discoverability, shortlisting, and execution bandwidth rather than capability.

- No Interview Calls Despite Strong Fit: Even for roles where his experience closely matched, he was not getting shortlisted
- Resume Rejected at ATS Level: His profile was not passing initial ATS screening, leading to early-stage rejections
- Auto-Rejections on LinkedIn Applications: Applications were resulting in automated rejection emails, indicating low alignment with recruiter filters
- Limited Discoverability for Recruiters: His profile was not appearing in recruiter searches, reducing inbound opportunities

- No Time to Manage Job Search Execution: Lack of bandwidth to consistently apply, track, and optimize applications impacted overall outcomes

03 · OUR DIAGNOSIS BASED ON POSITIONING & DISCOVERABILITY FRAMEWORK

Our diagnosis based on the Positioning & Discoverability Framework showed that his profile was being indexed and evaluated for operations-heavy roles instead of investment-focused mandates, which led to low visibility and weak shortlisting outcomes.

- Positioning Anchored to Operations, Not Investment Roles: His profile was interpreted as fund accounting and custody operations, which limited visibility for investment banking and private equity opportunities
- Weak Alignment with Recruiter Search Keywords: Dominance of operational terminology reduced match with investment-focused JD searches, which impacted ATS and recruiter filtering
- Resume Narrative Not Supporting Target Role Transition: Experience was presented as process-driven execution rather than analytical or deal-aligned contribution required for senior analyst roles
- LinkedIn Discoverability Gaps: Missing About section, weak headline positioning, and thin experience entries reduced search visibility and recruiter engagement
- Inconsistent Profile Signals Across Platforms: Mismatch between resume and LinkedIn, along with missing role details, weakened overall credibility and search ranking
- Low Market Visibility for Target Roles: SSI scores and limited engagement indicated weak discoverability and low competitive positioning in the target hiring market

RESUME: BEFORE & AFTER

BEFORE — Generic, task-based, not ATS-ready

ABC XYZ Investment Banking professional, seeking assignments in the BFSI Sector	
Mobile: +91-***** - Email: abc.xyz@gmail.com	
EXECUTIVE SUMMARY	
- Associate in Private Investment Accounting and Administrative Services with around 7 years of experience in Investment Banking and Financial Services. - Proficient in analysing securities using Bloomberg, Thomson Reuters, Teleduk, Financial Times, JPM, ICE, and Market. - Enthusiastic about pricing equity market and bond market securities, with a proven track record of delivering accurate pricing for various financial instruments to customers promptly. - Expert in maintaining long-term business relationships by effectively resolving client issues and queries. - Adept at preparing and delivering comprehensive custody reports, fund pricing, and trade reconciliations. - Skilled in utilizing data-driven insights for trend analysis and providing monthly portfolio updates. - Known for a strong analytical mindset, excellent communication skills, and the ability to manage multiple tasks efficiently.	
KEY RESULT AREAS	
Client Interaction: Acting as a primary point of contact for clients, addressing inquiries and resolving issues related to investment banking services. Fund Statement Retrieval: Monitoring client mailboxes and websites to retrieve applicable fund statements. Pricing and Reconciliations: Preparing Fund of Fund pricing, conducting trade reconciliation, and generating final reports for the FIF custody application. Custody Reporting: Producing and delivering custody reports that reflect portfolio holdings and trade activity, using investor documents. Portfolio Updates: Providing monthly updates on the number of line items and holdings at the portfolio level. Data Compilation: Dispensing CRID data, tracking individuals involved in the creation or review of deliverables. Asset Valuations: Furnishing monthly information on assets under custody, comparing valuations with prior months, research variances, and report findings to the onshore team. Fund Setup: Performing security master tasks to set up funds on LAMP for custody and accounting platforms. Client Allocation: Assessing and providing pricing checks for overall client allocation on a monthly basis. Update Logs: Maintaining an update log covering onboarded funds, terminating funds, and process-related updates. Zero Holding Funds Monitoring: Monitoring and confirming "zero" holding funds with the fund monitoring team.	
PROFESSIONAL EXPERIENCE	
The PQR of New York Mellon, Chennai Associate - Private Investment Accounting and Administrative Services Nov 2021 – Jan 2025 Intermediate Representative in Client Processing	
As Associate - Private Investment Accounting and Administrative Services	
- Implemented accounting methods (cost and equity) to accurately track and report on carried interest, management fees, income, expenses, realized gains/losses, and unrealized gains/losses. - Ensured precise and transparent financial reporting by conducting detailed valuations for clients. - Ensured timely and accurate data management by collecting financial statements from private investors on a monthly, quarterly, semi-annual, and annual basis. - Procured necessary documents as per the client's requests and maintained a well-organized database for easy client access and review.	
As Intermediate Representative in Client Processing	
- Retrieved relevant fund statements by monitoring client mailboxes and websites. - Prepared final reports for loading and publishing in the FIF custody application along with creating Fund of Fund pricing and performing trade reconciliations.	

AFTER — Achievement-led, keyword-rich, discoverable

ABC X Y Z Trading & Markets Operations Trade Processing Private Markets & Fund Operations Cash & Securities Reconciliation 7+ years of experience in supporting global investment banks and asset managers across equities, fixed income, derivatives, and private assets	
Bangalore, India +91-***** abc.xyz@gmail.com LinkedIn	
Profile Summary	
Trading and Private Markets Operations professional offering over 7 years of proven ownership of trade processing, cash and fund flows, valuation support, and downstream reconciliations within high-volume, deadline-driven operating environments. Strong exposure to middle-office functions, supporting trading desks, private investment teams, and fund administration processes with a consistent control and risk mindset.	
- Hands-on experience with Geneva, LAMP, Bloomberg, Reuters, Market, ICE, and custody platforms, processing 30-40 trades daily and monitoring cash movements across 60+ funds and deals. - Delivered 98%+ accuracy through four-eye controls, exception resolution, and reconciliation of trades, cash, and positions, safeguarding NAV and client reporting integrity. - Contributed to automation and process improvement initiatives including Fund Flow Matic, KOFAX, and UAT testing, reducing manual effort, improving turnaround times, and enhancing operational scalability.	
Core Expertise	
Trade Processing & Reconciliation Cash & Fund Flow Operations Private Markets & Fund Operations Trade Exception & Break Resolution Multi-Asset Operations Valuation Support & NAV Integrity Custody & Downstream Reconciliation Controls Reference Data & Security Master Setup Corporate Action Impact Analysis Automation & Workflow Optimization Geneva & LAMP Operations Vendor Data Validation Audit Readiness & Control Frameworks UAT & Regression Testing Support	
Soft Skills	
Ownership & Accountability Analytical Problem Solving Stakeholder Communication Attention to Detail & Risk Awareness Ability to Operate Under Tight Cut-Offs	
Work History	
CSC GLOBAL Senior Associate – Cash Operations / Fund Operations BANGALORE, INDIA JUN 2025 – PRESENT	
Key Accomplishments	
- Independently handled Fund Flow Matic automation, covering processing, retrieval, and posting activities within Geneva. - Reduced repeat operational errors by implementing structured tracking mechanisms, improving overall delivery consistency. - Reviewed files prepared by team members, assigned daily tasks, and supported error discussion calls and client communications. - Delivered files consistently within SLA timelines while managing competing priorities during high-volume processing cycles.	
Key Deliverables	
- Managed daily cash operations for private market structures, monitoring funding, seeding, and upstream cash movements across an average of 65 deals/accounts. - Performed cash and trade reconciliations between Custody and Geneva, identifying and resolving cash breaks and trade mismatches within defined cut-offs. - Supported Geneva postings and validations, ensuring end-to-end cash integrity across downstream systems. - Acted as interim point of contact during lead or manager absence, coordinating with onshore teams and addressing operational queries. - Maintained error trackers and activity logs to monitor recurring issues, improve accuracy, and prevent repeat exceptions.	
THE BANK OF NEW YORK MELLON Associate – Private Investment Accounting & Administrative Services CHENNAI, INDIA NOV 2021 – JAN 2025	
Career Succession:	
Intermediate Representative – Client Processing November 2021 – May 2023 Associate – Private Investment Accounting & Administrative Services May 2023 – January 2025	
- Recognized with "WOW Award" for consistently delivering high-quality, error-free work within strict timelines. - Contributed to the KOFAX automation initiative, supporting process efficiency and operational optimisation.	



His resume has been repositioned to improve alignment with how recruiters search and evaluate profiles for trading, markets, and private markets operations roles, strengthening both discoverability and shortlisting potential.

- **Clear Role-Aligned Positioning:** Profile has been structured around trading, fund operations, and private markets exposure, improving relevance for target roles instead of generic operations positioning
- **Stronger Keyword Alignment for Discoverability:** Relevant domain keywords across trade processing, reconciliation, valuation, and private assets are now embedded to improve ATS matching and recruiter search visibility
- **Improved Shortlisting Through Structured Narrative:** Experience has been broken into key accomplishments and deliverables, making it easier for recruiters to scan and evaluate relevance quickly
- **Better Representation of Scale and Accuracy:** Quantified impact such as trade volumes, fund coverage, and accuracy levels has been highlighted to strengthen credibility during shortlisting
- **Balanced Operations with Control and Risk Signals:** Profile now reflects control frameworks, audit readiness, and risk awareness, improving alignment with how hiring managers evaluate operations roles
- **Enhanced Consistency and Clarity Across Sections:** Summary, skills, and experience are now aligned to present a focused narrative, reducing confusion and improving overall profile strength for recruiter evaluation

04 · OUR PROCESS — THE 3 STEPS

1 JD Research & Gap Analysis

- Analysed target JDs at HSBC, JP Morgan, and similar global banks.
- Extracted exact keywords and skills that ATS systems scan for.
- Mapped KPIs and KRAs expected at Senior Associate / AVP level.
- This research became the blueprint for every word in his resume and LinkedIn.

2 Discoverability & Positioning

- Branded resume: achievement-led, quantified impact (98% accuracy, 30–40 trades/day, 60+ funds).
- Made fully ATS-compliant — improved ranking on Naukri & LinkedIn search.
- Optimised LinkedIn headline, summary, and experience for recruiter discovery.

3 Executive Job Search Strategies

- Defined targeted job application approach based on role relevance
- Guided on where and how to apply to maximise shortlist chances
- Built strategy for recruiter outreach and network-based discovery
- Shared execution plan to maintain consistency and improve response rate
- Supported from onboarding Dec 2025 through offer stage Mar 2026

05 · THE RESULTS

Three months from onboarding, Anandaraj's profile was doing the work for him.

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He got 2 offers from competitive names in global banking. He cleared the HSBC interview, negotiated hard, and walked away with a 43% salary hike. He will be joining HSBC Bengaluru in mid-May 2026.

06 · IN ANANDARAJ'S OWN WORDS

**Anandaraj**
IN · 1 review

Mar 18, 2026



Thank you for Enabling my career growth

I would like to sincerely thank the LeadershipAura team for their exceptional support in enhancing my resume with greater detail and professionalism. Their efforts played a significant role in helping my profile get shortlisted by leading organisations such as HSBC and JPMC.

I am delighted to share that I have successfully secured an offer from HSBC Bengaluru, with an impressive salary hike of 43%. I will be joining the organisation in mid may.

I truly appreciate the guidance and expertise provided by the LeadershipAura team which contributed greatly to this achievement.

March 18, 2026

Unprompted review

Useful

Share

"Thank you for Enabling my career growth" — 5-star review on Trustpilot, March 18, 2026

07 · COULD THIS BE YOUR STORY?

Anandaraj's story isn't unique — and that's exactly the point.

There are thousands of mid-career and senior professionals with exceptional experience who are invisible to the very opportunities they deserve. Not because they lack skill — but because their resume, LinkedIn, and positioning aren't working hard enough for them.

At LeadershipAura, we work with mid to senior professionals targeting AVP, VP, or CXO-level roles. We don't just rewrite resumes — we reposition careers.

Ready to get shortlisted?

Start with Executive Branding – Resume Branding, LinkedIn Optimization, Naukri Optimization and Access to Exclusive Job Search Strategies

LeadershipAura · Helping mid to senior professionals get discovered, shortlisted, and hired for leadership roles.

